

What is claimed is:

1. A shallow back lit illuminated sign comprising:

(a) a housing having a sign face and an interior surface that includes a back surface, said sign face having an illuminated area through which light from inside said housing diffusely transmits out of said housing, said interior surface having at least a portion thereof that is diffuse reflective enough to provide luminance uniformity to said sign, said back surface being located at a depth from said sign face, and said illuminated area being large relative to said depth;

(b) a light source for supplying light to a light fiber; and

(c) at least one side-light emitting fiber connected so as to receive light from said light source and mounted within said housing so as to significantly limit the amount of emitted light, from said at least one side-light emitting fiber, that travels directly to said sign face.

2. The sign of claim 1, wherein the diffuse reflective portion of said interior surface is a film.

3. The sign of claim 1, wherein at least most of said interior surface is diffuse reflective.

4. The sign of claim 1, wherein said back surface is diffuse reflective and has a concave curvature relative to said sign face.

5. The sign of claim 1, wherein said light source is outside of said housing.

6. The sign of claim 1, wherein one said side-light emitting fiber is mounted on the interior surface of said housing along side said sign face.

7. The sign of claim 1, wherein one said side-light emitting fiber is mounted on the interior surface of said housing and exhibits an angular distribution of emitted light

that is restricted enough so as to significantly limit the amount of emitted light, from said one fiber, that travels directly to said sign face.

8. The sign of claim 1, wherein said sign is a sign cabinet.

9. The sign of claim 1, wherein said housing is mountable on a vehicle.

10. A vehicle comprising the sign of claim 1.

11. The vehicle of claim 10, wherein said vehicle is a truck.

12. The vehicle of claim 11, wherein said truck has a cab with an exterior surface and an interior cabin space, and said sign has a depth and is mounted in said cab such that said sign face is about flush with said exterior surface and said housing extends very little, if any, into said interior cabin space.

13. The vehicle of claim 11, wherein the interior cabin space is at least partially defined by a headliner, and said housing is dimensioned to fit between the exterior of said truck cab and said headliner.

14. An unassembled shallow back lit illuminated sign comprising:

(a) a sign face panel, having an illuminated area that diffusely transmits light, and at least one interior surface panel which can be assembled to form a housing and, when assembled to form the housing,

(i) said at least one interior surface panel forms an interior surface of the housing including a back surface,

(ii) said interior surface has at least a portion thereof that is diffuse reflective enough to provide luminance uniformity to the assembled sign,

(iii) said back surface is located at a depth from said sign face, and

(iv) said illuminated area is large relative to said depth;

(b) a light source for supplying light to a light fiber; and

(c) a side-light emitting fiber connectable so as to receive light from said light source and mountable within the assembled housing so as to significantly limit the amount of emitted light, from said fiber, that travels directly to said sign face.

5           15.     The unassembled sign of claim 14, wherein the diffuse reflectivity of said interior surface is provided by at least one diffuse reflective film either pre-attached to or separate from but attachable to said at least one interior surface panel.

10           16.     The unassembled sign of claim 14, wherein said at least one interior surface panel is a plurality of interior surface panels and the diffuse reflectivity of said interior surface is provided by a plurality of diffuse reflective films, with each said film being either pre-attached to or separate from but attachable to at least one of said interior surface panels.

15           17.     The unassembled sign of claim 14, wherein said at least one interior surface panel is a plurality of interior surface panels and the back surface is formed by at least two interior surface panels.

20           18.     The unassembled sign of claim 14 in the form of a packaged kit.